

Fig. 1



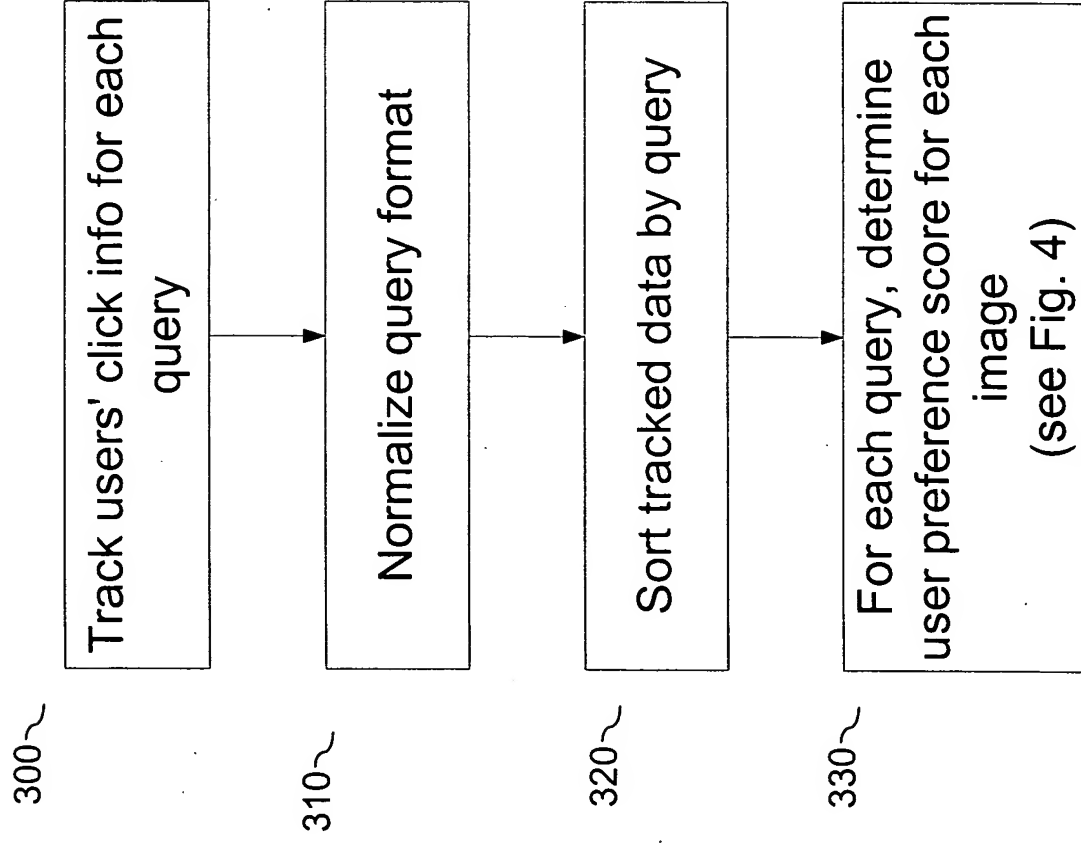


Fig. 3  
Create User Preference  
Scores

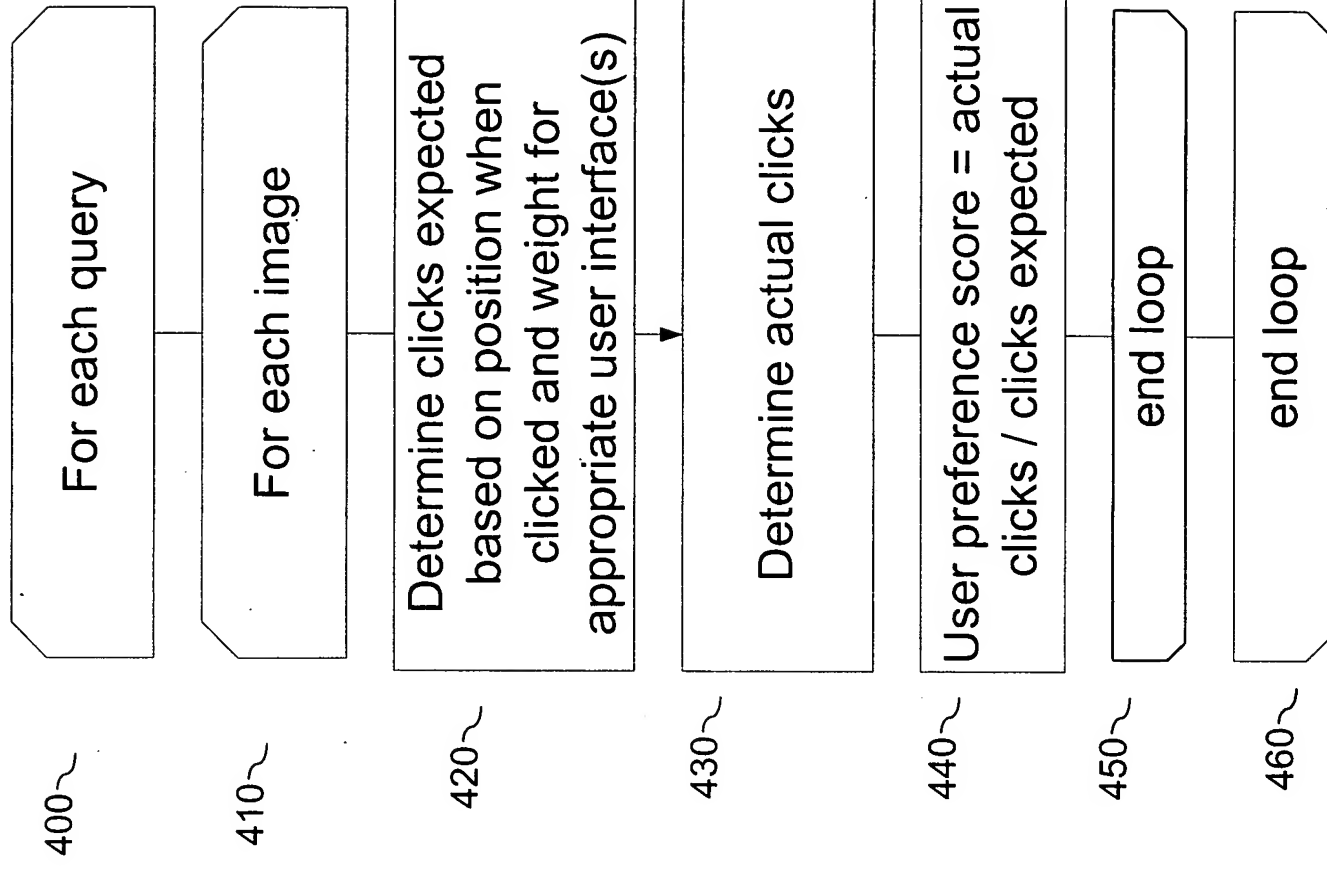


Fig. 4  
Details of User Preference Scores

500~

Time click occurred	Query	User info	Fingerprint/ ID of image	Position in search results
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Fig. 5  
One Record in  
Click Info

600~

Fig. 6a  
Search result  
Positions  
(Not Query  
Specific)

1	2	3
4	5	6
7	8	9
10	11	12
13	14	15

First page

610~

Fig. 6b  
Weights  
Table (Not  
Query  
Specific)

.0576	.0446	.0380
.0300	.0293	.0274
.0231	.0234	.0230
.0212	.0217	.0212
.0223	.0230	.0237

First page

620~

Fig. 6c  
Weights  
Table (Not  
Query  
Specific)

.0105	.0103	.0098
.0087	...	...
...	...	...
...	...	...
...	...	...

Second page

700~

Fig. 7  
Example of User  
Preference  
Scoring

Query	Fingerprint/ ID of image	Position in result	Percentage of clicks expected
roadrunner	A	1	.0576
roadrunner	B	5	.0293
roadrunner	A	1	.0576
roadrunner	A	1	.0576
roadrunner	C	15	.0237
roadrunner	C	15	.0237
roadrunner	A	2	.0446

800~

Fig. 8  
Example of User  
Preference  
Scoring  
(continued)

Image	Clicks expected	Actual clicks	Score (actual/ expected)
A	.38045	4	10.51
B	.2051	1	4.88
C	.1659	2	12.06